

WYBC-FM 94.3
WYBC WYBC-A



YALE BROADCASTING COMPANY, INC.
242-A YALE STATION • NEW HAVEN, CONNECTICUT • UN 5-6400

WYBC-FM NEWSLETTER TO ADVERTISERS

What's going on at WYBC-FM during

MARCH - APRIL, 1960

--- Experiment

This the first WYBC-FM Newsletter to Advertisers represents the test of a new idea. It seems to us that you, the Advertisers on WYBC-FM, need a closer means of contact with the inside story of the station. This Newsletter is designed to give that "inside information" on the doings of WYBC-FM, as well as our two closed-circuit stations broadcasting to the Yale dormitories, WYBC and WYBC-A. Many programs which offer excellent sponsorship opportunities will be noted, also (as might be guessed, this is the most immediate purpose).

--- Anniversary

One year ago on March 8 WYBC-FM began broadcasting to New Haven and Southern Connecticut. This greatly extended the range and scope of the Yale Broadcasting Company, which for some sixteen years previously had been broadcasting to the Yale campus. A week of special events were in order then, as the first anniversary was celebrated. Some of these special programs were:

- "WYBC-FM: A Year of Progress". The usual review of the year, which contained such things as a tape of President Griswold's Snowball speech, which came as part of the coverage of the riots of 1959, as well as tapes of the December, 1959 Challenge Colloquium coverage, and several other things.
- "The Best in Classics by Request". The classical music works most requested on the highly popular nightly program, "Classics by Request", were played. This program, incidentally, is heard every night except Saturday at 11:15 PM.
- "Case in Point". This was the first in a series of programs featuring discussions of crucial contemporary problems. The problem discussed on the first program was Capital Punishment.
- "Spotlight New Haven". Redevelopment was the topic of this and will be the topic of the next two programs of this series.
- Complete coverage of the "Challenge" colloquium. WYBC-FM went overboard on this one, even more than

last time, in December. Several thousand students attended the colloquium, which was held from March 11 to March 13. The problem discussed by several nationally known speakers and innumerable discussion groups was "The Challenge of American Democracy". The speeches and some discussions were heard on WYBC-FM. We hope to continue this kind of coverage next year.

Several other special programs were also heard, as WYBC-FM started a new year, which we hope will be even more successful than the last.

---Heel!

The Yale Broadcasting Company is now in the midst of the semi-annual "heeling" competition. "Heel", a word of doubtful origin, means "enter the competition for membership". This is what some 35 prospective members are doing now, spending considerable time working in the studios and outside, learning the procedures and gaining experience in following them. The competition ends in the middle of April, when elections to membership take place. Those elected will become members, along with the 80 or so present members, of the General Board, which constitutes the entire staff of WYBC-FM.

---April

Next month will bring several programs of special interest to all in Yale and New Haven. They include:

- The beginning of a series of programs that investigate the American Railroads. Several people closely connected with current problems of the railroads will be heard.
- The series "Case in Point", begun during March, will continue, with discussions of general interest.
- The series "Spotlight New Haven" will also continue, with two more programs on Redevelopment.
- And yet another series, "Campaign '60", is to be inaugurated. This series will concern the Presidential campaign with all its ramifications. The programs will be weekly, lasting fifteen minutes (or more, if necessary).

---Shelley

WYBC-FM presents a night of humor to Yale and New Haven on April 29. Shelley Berman, whose comic soliloquies with an imaginary telephone have become known to all, will come, sponsored by WYBC-FM, to Woolsey Hall. This sort of thing is done yearly. Although this will not be broadcast, we are sure that it will bring fun to

1. The first objective of the study was to determine the extent of the problem. This was done by conducting a survey of the population. The results of the survey are shown in the following table.

2. The second objective was to identify the causes of the problem. This was done by conducting interviews with the subjects of the survey. The results of the interviews are shown in the following table.

3. The third objective was to develop a plan of action to deal with the problem. This was done by conducting a series of meetings with the subjects of the survey. The results of the meetings are shown in the following table.

4. The fourth objective was to implement the plan of action. This was done by conducting a series of activities. The results of the activities are shown in the following table.

5. The fifth objective was to evaluate the results of the study. This was done by conducting a series of evaluations. The results of the evaluations are shown in the following table.

6. The sixth objective was to disseminate the results of the study. This was done by conducting a series of dissemination activities. The results of the dissemination activities are shown in the following table.

many, with every one of the 2691 seats in Woolsey Hall filled.

--- Miscellania

The new worth of the Yale Broadcasting Company has increased 75% since February 8.--The Classical Music department has a problem: most of its members are in the infirmary---WYBC-FM is currently conducting a listeners' survey on behalf of a cigarette firm---On March 23 all the next year's college rooming assignments for freshmen were read to them over WYBC, much to their eager interest.

March 25, 1960

THE YALE BROADCASTING COMPANY

